PHILIP MORRIS EARNED RATES
(AS OF 3/12/84)
(BY INDIVIDUAL PUBLICATION)

MAGAZINES

	COST P4 BLEED	RATE BASE (000)	CPM
TV Guide	$ 52,590	17,000	$ 3.09
WEEKLIES - (5)			
Time	91,603	4,600	19.91
Newsweek	68,944	3,000	22.98
People	47,829	2,750	17.39
Sports Illustrated	57,922	2,425	23.88
U.S. News & World Report	44,545	2,050	21.73
Total Weeklies	$310,843	14,825	$20.97
Total Weeklies & TV Guide	$363,433	31,675	$11.47
BIWEEKLY - (1)			
Us	$ 15,437	1,100	$14.03
TOTAL WEEKLIES & TV GUIDE/BIWEEKLY	$378,870	32,775	$11.56

Figure in parenthesis indicates number of publications

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PHILIP MORRIS EARNED RATES
(Continued)

MAGAZINES

	COST P4 BLEED	RATE BASE (000)	CPM
MEN'S - (29)			
Playboy	$ 46,314	4,100	$11.30
Penthouse	27,135	3,400	7.98
Esquire	20,355	700	29.07
Popular Science	21,985	1,800	12.21
Mechanix Illustrated	25,292	1,600	15.80
Popular Mechanics	23,643	1,600	14.77
Field & Stream	34,649	2,000	17.32
Outdoor Life	19,989	1,500	13.33
Sports Afield	11,631	500	23.26
Outside	8,993	200	44.96
Golf Digest	27,068	1,150	23.54
Golf	17,139	770	22.26
Hot Rod	18,315	800	22.89
Car & Driver	16,052	775	20.71
Motor Trend	22,039	750	29.38
Road & Track	18,396	700	26.28
Car Craft	16,052	400	40.13
Cycle	9,855	440	22.40
Cycle World	9,285	375	24.76
Motorcyclist	6,616	225	29.40
Pickups & Minitrucks	4,203	150	28.02
4 Wheel & Off Road	6,001	225	26.67
Family Handyman	14,932	1,200	12.44
Popular Photography	20,618	925	22.29
Stereo Review	14,514	575	25.24
Flying	8,542	330	25.88
Boating	4,959	175	28.34
Sport	16,200	770	21.03
Firehouse	3,650	90	40.55
TOTAL MEN'S	$494,422	28,385	$17.42

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PHILIP MORRIS EARNED RATES
(Continued)

MAGAZINES

	COST P4 BLEED	RATE BASE (000)	CPM
WOMEN'S			
Primary - (7)			
Family Circle	$ 53,224	7,318	$ 7.27
Woman's Day	53,819	6,973	7.27
Better Homes & Gardens	61,144	8,000	7.64
McCall's	45,100	6,200	7.27
Ladies Home Journal	35,919	5,000	7.18
Redbook	33,684	3,800	8.86
Cosmopolitan	29,356	2,500	11.74
Total Primary	$312,246	39,791	$ 7.85
Secondary - (20)			
New Woman	$ 8,999	1,000	$ 8.90
Self	18,697	950	19.68
Working Woman	9,351	635	14.73
Working Mother	7,914	500	15.83
Bon Appetit	13,872	1,300	10.67
Cuisine	10,955	750	14.61
Gourmet	14,413	650	22.17
Food & Wine	7,788	500	15.58
Country Living	16,053	1,000	16.05
House Beautiful	18,897	800	23.62
Metropolitan Home	10,009	700	14.30
House & Garden	15,662	550	28.48
Home	10,032	600	16.72
Glamour	29,626	1,900	15.59
Mademoiselle	19,552	1,050	18.62
Vogue	20,891	950	21.99
Harper's Bazaar	17,889	675	26.50
Modern Bride	15,176	332	45.71
Brides	15,374	314	48.96
True Story	14,034	1,475	9.51
Total Secondary	$295,184	16,631	$17.75
TOTAL WOMEN'S	$607,430	56,422	$10.77

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PHILIP MORRIS EARNED RATES
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MAGAZINES

	COST P4 BLEED	RATE BASE (000)	CPM
SPECIAL INTEREST - (20)			
Life	$ 40,685	1,400	$29.06
Money	38,859	1,400	27.76
Changing Times	28,216	1,350	20.90
Travel & Leisure	13,953	925	15.08
Signature	8,968	750	11.96
Games	8,306	650	12.78
Atlantic	13,452	440	30.57
Harper's	3,923	140	28.02
Discover	23,819	875	27.22
Psychology Today	16,401	850	19.29
Omni	9,241	825	11.20
Science Digest	13,008	525	24.78
Geo	6,369	225	28.31
Architectural Digest	16,902	600	28.17
Town & Country	15,114	375	40.30
Vanity Fair	12,107	250	48.42
Skiing	11,638	430	27.07
Ski	10,969	410	26.75
Tennis	13,008	500	26.01
World Tennis	11,198	385	29.09
TOTAL SPECIAL INTEREST	$316,136	13,305	$23.76

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PHILIP MORRIS EARNED RATES
(Continued)

	COST P4 BLEED	RATE BASE (000)	CPM
MAGAZINES			
REGIONAL/LOCAL - (15)			
Southern Living	$ 28,934	2,100	$13.78
New York	17,397	400	43.49
Connecticut	3,384	67	50.51
Boston	4,495	110	40.86
Philadelphia	5,677	140	13.85
Washingtonian	4,677	110	42.52
Texas Monthly	9,603	280	34.30
Houston Home & Garden	3,649	85	42.93
Houston City	3,161	60	52.68
D Magazine	3,620	77	47.01
Dallas-Ft. Worth Home & Garden	2,684	62	43.29
California	9,170	250	36.68
Los Angeles	5,036	162	31.09
San Diego	2,598	50	51.96
Honolulu	1,830	25	73.20
TOTAL REGIONAL/LOCAL	$105,915	3,978	$26.63

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PHILIP MORRIS EARNED RATES
(Continued)

MAGAZINES

	COST P4 BLEED	RATE BASE (000)	CPM
ENTERTAINMENT - (11)			
Playbill	$17,015	1,030	$16.52
Showbill	2,974	180	16.52
N.Y. State Theatre	2,643	160	16.52
Playbill (Phil., Balt.)	4,443	200	22.21
Lincoln Center	9,019	310	29.09
Carnegie Hall	2,546 (BC*)	95	26.80
Kennedy Center	5,072	210	24.15
Stagebill	6,974	385	18.11
Stagebill (San Francisco)	1,671	600	2.78
Performing Arts Programs	9,059	460	19.69
National Theatre	1,484	50	29.68
TOTAL ENTERTAINMENT	$62,900	3,680	$17.09

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PHILIP MORRIS EARNED RATES
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MAGAZINES

	COST P4 BLEED	RATE BASE (000)	CPM
BLACK - (6)			
Ebony	$26,533	1,600	$16.58
Jet	10,407	800	13.00
Essence	10,197	700	14.58
Black Enterprise	10,289	250	41.15
Right On Class	1,282	120	10.68
Crisis	4,643	116	40.03
TOTAL BLACK	$63,351	3,586	$17.67
SPANISH - (23)			
Nuestro	$ 6,656	203	$32.79
Temas	2,340	92	25.43
Caminos	894	45	19.87
Hispanic Review of Business	5,597	125	44.78
Hispanic Business	2,552	55	46.40
Mr. Te Ve	882 (BC*)	53	16.64
Latin N. Y.	1,424	50	28.48
Miami Mensual	1,478	25	59.12
Low Rider	1,750	124	14.11
Guantes	1,032	105	9.89
Futbol	840	95	8.84
The Ring en Espanol	779	20	38.95
Geo Mundo	476	7	68.00
Hombre de Mundo	389	4	97.25
Mecanica Popular	389	4	97.25
Vanidades Continental	1,703	38	44.82
T.V. y Novelas	1,568	35	44.80
Cosmopolitan en Espanol	1,433	32	44.78
Buenhogar	717	16	44.81
Intimidades	493	11	44.82
Activa	403	9	44.78
Ideas Para Su Hogar	224	5	44.80
Harper's Bazaar en Espanol	89	2	44.50
TOTAL SPANISH	$34,108	1,155	$29.53

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PHILIP MORRIS EARNED RATES
(Continued)

MAGAZINES

	COST P4 BLEED	RATE BASE (000)	CPM
MILITARY - (3)			
Family	$ 7,141	400	$17.85
Off Duty	9,078	460	19.73
Ladycom	8,075	425	19.00
TOTAL MILITARY	$24,294	1,285	$18.91

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